



INFORMATION SHEET ON Massachusetts WALK 2010

DATE: Saturday, May 15, 2010 LOCATION: DCR's Artesani Park in Brighton
WALKER CHECK-IN TIME: 9 a.m. OFFICIAL WALK START TIME: 11 a.m.
DISTANCE: 5 Kilometers/3 Miles

- The **NAMIWALKS: Changing Minds One Step at a Time** is a nationwide fundraising and mental health awareness program that was held in more than 80 communities around the country in 2009, including right here in Boston. It is expected that these walks raised approximately 9 million dollars in 2009 for NAMI and the mental health services it provides to thousands of families across the country.
- There is no walker registration fee for the Walk. All participants are encouraged to collect donations from family members, friends, co-workers, neighbors and business associates in support of their participation in the Walk.
- All the funds collected by Walkers will be used to fund NAMI's programs here in Massachusetts. These programs include consumer and family support groups, education courses, information and referral services, and advocacy at all levels to ensure that all persons affected by mental illness receive the services that they need and deserve, in a timely fashion.
- All walkers raising \$100 or more will receive a **NAMIWALKS** event T-shirt.
- Companies, organizations, families, social clubs and the like are encouraged to organize teams of Walkers to take part in the Walk. Team captains should aim for a goal of at least 10 Walkers and a minimum fundraising goal of \$1,000 (\$100.00 per Walker).
- Teambuilding and fundraising materials are available from the Walk Manager, Karen Gromis at kgromis@namimass.org.
- **NAMIWALKS Massachusetts 2010** is a rain or shine event.
- There is a wide-range of corporate sponsorship and in-kind opportunities available to local businesses relating to the Walk. Anyone interested in information on how his or her company or organization can sponsor the Walk should contact Karen Gromis at 781-938-4048 or kgromis@namimass.org
- To register for the walk go to www.nami.org/namiwalks/ma and for tips and tools for the walk go to www.namimass.org